



WKRN-TV
441 Murfreesboro Road
Nashville, TN 37210

WKRN-TV.DT NASHVILLE WKRN.COM

Strategic Media Services
3299 K Street NW, Ste 200
Washington, DC 20007

Contract # 215545

Schedule Dates

07/31/12-08/02/12

Advertiser

Pol/D Maggart/R/STR/TN (15387)

Agency

Strategic Media Services (1559)

Product

Political - State Representative (1115)

Brand

DEBRA MAGGART FR REP (111664)

Salesperson

Political National, AE (1494)

Sales Office

POLITICAL NATIONAL

Buyer Name

WILLIAMS, NEIL

Phone/Fax

/

CPE

N/A

Account Types

Regional/Political/National Agency

Billing Type

Standard

Comments

DEBRA MAGGART FR REP
***** THIS IS A CASH IN ADVANCE SCHEDULE *****
DEBRA MAGGART FOR TN STATE REP

WKRN (WKRN)

By Broadcast Month

Aug. 2012

Grand Total:

Spots

16

16

Rate

\$5,225.00

\$5,225.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / NWS	07/31/12-08/02/12	1	:30	4:58A- News 2 THIS MORNING/OPEN ID/5AM	1		1	1	2				4	\$300.00	\$1,200.00	WKRN (WKRN)	1X TU-W, 2X TH	7/30/12
2.0	Normal Line / NWS	07/31/12-08/02/12	1	:30	5:58A- News 2 THIS MORNING/ID/6AM	1		1	1	1				3	\$400.00	\$1,200.00	WKRN (WKRN)	1X DAY	7/30/12
3.0	Normal Line / SPOT	07/31/12-08/02/12	1	:30	7A- Good Morning America	2		2	2	1				5	\$350.00	\$1,750.00	WKRN (WKRN)	2X TU-W, 1X TH	7/30/12
4.0	Normal Line / SPOT	07/31/12-08/02/12	1	:30	9A- Live with Kelly	1		1	1	1				3	\$275.00	\$825.00	WKRN (WKRN)	1X DAY	7/30/12
5.0	Normal Line / NWS	07/31/12-08/01/12	1	:30	3:59P- 5P (CST)	1		X	X					1	\$250.00	\$250.00	WKRN (WKRN)	1X DAY	7/30/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station

Date:

Comments:

For contract Terms and Conditions, please visit this site: <http://bftforms.com/images/TermsCon.pdf>

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)



FEDERAL CANDIDATE



STATE/LOCAL CANDIDATE

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:

Date:

7/12/12

I, Elizabeth Holland,
being/on behalf of: Debra Maggart, a legally
qualified candidate of the Republican political
party for the office of: State Representative
in the Primary Election
election to be held on: 8/12

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

Total Charges:

\$ 5,225.⁰⁰

Debra Maggart for state Representative

The name of the treasurer of the candidate's authorized committee is:

Debra Maggart

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACMENT OF ADVERTISING.

7/12/12
Date

Elizabeth C. Holland
Signature

☒ Accepted ☐ Accepted in Part ☐ Rejected





 Signature Printed Name Title

CANDIDATE CERTIFICATION

In Order For Federal Candidates to Receive The Lowest Unit Charge During a Political Window, the Following Certification is Required:

I, Elizabeth Holland
(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☒ **does** ☐ **does not**

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

- ☒ the **radio** programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.
- ☐ the **television** programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.

Elizabeth C. Holland
signature of candidate or authorized committee

Elizabeth C. Holland 7/12/12
printed name date